

ABSTRACT

A method for marketing over a network of interconnected computing/communicating devices is disclosed which may comprise the steps of: providing a web-site that is identified as specific to a market sector; supplying on
5 the web-site information specific to a plurality of first level topics related to the market sector; providing within the information specific to a particular first level topic related to the market sector, at least one pointer to a more specific second level topic referenced in the information specific to the first level topic; responsive to activation of the pointer, providing further information specific to the more
10 specific second level topic; providing access to E-commerce access to transaction processing with at least one provider of goods and/or services referenced in the more specific second level topic. The method may further comprise the steps of: providing within the information specific to the second level topic at least one pointer to a more specific third level topic referenced in the information specific to
15 the second level topic; responsive to the activation of the pointer contained within the information relating to the second level topic, providing further information specific to the more specific third level topic; providing E-commerce access to transaction processing with at least one provider of goods and/or services referenced in the more specific third level topic. The method may further comprise
20 the steps of: providing within the information specific to an nth level topic at least one pointer to a more specific n+1th level topic referenced in the information specific to the nth level topic; responsive to the activation of the pointer contained within the information relating to the nth level topic, providing information relating to the n+1th level topic; providing E-commerce access to transaction processing
25 with at least one provider of goods and/or services referenced in the more specific n+1th level topic. The network may be the World Wide Web. The identification of the web-site may include a superbrand designation, which may include a market category designator and a superbrand moniker, e.g. as a suffix and ,e.g., the suffix "pedia."

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